

**U.S. APPLICATION NO. 09/924,250**

Title: GAME ORIENTED  
PROMOTIONAL CARD

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**PENDING CLAIMS:**

1. A promotional device having indicia of game-specific credit associated therewith for effecting operation of game code corresponding to specific game on a gaming machine which is in communication with the promotional device, the promotional device identifying the -specific game and limiting use of the game-specific credit thereto.
2. The promotional device of claim 1 further comprising visual elements on the promotional device representing the specific game.
3. The promotional device of claim 1 wherein the specific game comprises only one specific game.
4. The promotional device of claim 1 wherein the specific game comprises a plurality of specific games.
5. The promotional device of claim 1 wherein the promotional device comprises a printed ticket and wherein the indicia of credit comprises a bar code on the printed ticket.
6. The promotional device of claim 5 wherein the bar code also identifies the specific game.
7. The promotional device of claim 1 wherein the promotional device comprises a card having magnetic information stored therein which includes the indicia of credit.
8. The promotional device of claim 7 wherein the magnetic information also identifies the specific game.

9. The promotional device of claim 1 wherein the promotional device comprises a card having a memory embedded therein which stores information corresponding to the indicia of credit.
10. The promotional device of claim 9 wherein the information identifies the specific game.
11. The promotional device of claim 9 wherein the information identifies a user to which the card and the credit corresponds.
12. The promotional device of claim 1 wherein the gaming machine is part of a gaming network which includes a remote storage device, at least part of the indicia of credit being stored in the remote storage device.
13. The promotional device of claim 12 wherein the promotional device identifies a user, the part of the indicia of credit stored in the remote storage device being associated with the user.
14. The promotional device of claim 1 further configured to identify an individual authorized to redeem the credit.
15. The promotional device of claim 1 wherein the promotional device is configured to be inserted into the gaming machine to facilitate communication with the gaming machine.
16. The promotional device of claim 1 wherein the promotional device further comprises a wireless transmitter for communicating with the gaming machine.
17. The promotional device of claim 1 further configured to identify at least one gaming venue in which the promotional device may be employed.

18. The promotional device of claim 17 wherein the at least one gaming venue comprises multiple related gaming venues.
19. A gaming machine, comprising:  
circuitry for receiving encoded information from a promotional device having indicia of game-specific credit associated therewith for effecting operation of specific game, the encoded information identifying the specific game; and  
a processor configured to determine whether game code corresponding to the specific game is associated with the gaming machine, and, where the game code corresponding to the specific game is associated with the gaming machine, enable operation of the specific game in accordance with the credit.
20. The gaming machine of claim 19 wherein the gaming machine is part of a gaming network which includes a remote storage device, at least part of the indicia of credit being stored in the remote storage device.
21. The gaming machine of claim 20 wherein the encoded information identifies a user, the part of the indicia of credit stored in the remote storage device being associated with the user.
22. The gaming machine of claim 19 wherein the circuitry comprises one of a magnetic card reader, a bar code reader, and a wireless receiver.
23. A method for operating a gaming machine, comprising:  
communicating with a promotional device having indicia of game-specific credit associated therewith for effecting operation of specific game, the promotional device identifying the specific game;  
determining whether game code corresponding to the specific game is associated with the gaming machine;

where the game code corresponding to the specific game is associated with the gaming machine, enabling operation of the specific game using the gaming machine in accordance with the credit.

24. The method of claim 23 wherein the gaming machine is part of a gaming network having at least one gaming server associated therewith, and wherein enabling operation of the game code corresponding to the specific game comprises employing objects associated with the game code distributed among the gaming machine and the at least one gaming server.

25. The method of claim 24 wherein the network is one of a local area network and a wide area network.

26. The method of claim 23 wherein the gaming machine is a stand-alone device.

27. The method of claim 23 further comprising identifying a specific user associated with the promotional device.

28. The method of claim 27 further comprising altering a service associated with the specific user for operation of the specific game in accordance with the credit.

29. The method of claim 28 wherein altering the service comprises disabling a player tracking service.

30. The method of claim 27 further comprising verifying the promotional device is being used by the specific user.

31. The method of claim 30 wherein verifying the promotional device is being used by the specific user comprises receiving an authorization code.

32. The method of claim 30 wherein verifying the promotional device is being used by the specific user comprises receiving user information from a source other than the promotional card.

33. The method of claim 32 wherein the source comprises a player tracking card.

34. The method of claim 23 wherein communicating with the promotional device comprises receiving the promotional device in a receptacle associated with the gaming machine.

35. The method of claim 23 wherein communicating with the promotional device comprises receiving a wireless transmission from the promotional device.

36. The method of claim 23 further comprising identifying at least one gaming venue in which the promotional device may be employed.

37. The method of claim 36 wherein the at least one gaming venue comprises multiple related gaming venues.